MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019 / 2020

DFB5014 – FUNDAMENTALS OF BUSINESS

(All Sections/Groups)

16 OCTOBER 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 7 pages.

2. Attempt **ALL** questions in **Section A** and **B**. all questions carry equal marks and the distribution of the marks for each question is given.

3. Shade your answers for **Section A** on the OMR form and write your answers for **Section B** on the Answer Booklet provided.

SECTION A: Multiple Choice Questions. (Total: 40 Marks)

Instruction: Answer ALL questions from this section and shade your answers on the OMR sheet provided.

1. _____ is the process of management of determining what an organisation needs to do and how best to get it.
   A. Planning
   B. Organising
   C. Leading
   D. Controlling

2. Which of the following is **NOT** referring to the type of managers?
   A. Top manager
   B. Middle manager
   C. Bottom manager
   D. First-line manager

3. Who is the person that responsible to monitor production, inventory and quality control?
   A. Marketing manager
   B. Operations manager
   C. Financial manager
   D. Human resource manager

4. Which of the following **BEST** describes about an information manager?
   A. Hire and train employees, evaluate performance and determine compensation.
   B. Responsible for getting products from producers to consumers.
   C. Design and implement system to gather, organise, and distribute information.
   D. Plan and oversee accounting functions and financial resources.

5. Which type of manager is responsible for implementing the strategies, policies, and decisions made by top managers?
   A. Middle manager
   B. Office manager
   C. Supervisory manager
   D. Production manager

6. _____ is the skill needed to perform specialised tasks.
   A. Technical skills
   B. Conceptual skills
   C. Decision making skills
   D. Human relations skills

7. Below are the leading causes of waste time **EXCEPT** _____.
   A. Paperwork
   B. Meeting
   C. Survey
   D. Telephone calls

Continued ...

8. _____ is the process of helping an organisation to maintain an effective alignment with its environment.
   A. Objectives management
   B. Goals management
   C. Operations management
   D. Strategic management

9. All of the following is the purpose of goal setting **EXCEPT**_____
   A. Helps firm allocate money.
   B. Helps to define corporate culture.
   C. Helps managers assess performance.
   D. Provides direction and guidance for managers at all levels.

10. Which of the following **BEST** describe about crisis management?
   A. Organisation's methods for dealing with emergencies.
   B. Plan setting short-term targets for daily, weekly or monthly performance.
   C. Generally short-term plan concerned with implementing specific aspects of a company's strategic plans.
   D. Goal set for an extended time, typically five years or more into the future.

11. _____ refers to the comprehensive system for collecting, analysing, and communicating financial information.
   A. Bookkeeping
   B. Accounting
   C. Auditing
   D. Controlling

12. _____ refers to the examination of a company's accounting system to determine whether its financial reports fairly represent its operations.
   A. Financial analysis
   B. Audit
   C. Portfolio analysis
   D. Investigation

13. _____ refers to identify, record, and retain financial information needed to compile the transactions.
   A. Financial accounting.
   B. Accounting information systems.
   C. Managerial accounting.
   D. Accounting.

14. _____ is an accountant who assists in the investigation of companies and provides litigation support in crimes against companies.
   A. Management accountant
   B. Private accountant
   C. Forensic accountant
   D. Auditor

Continued ...

15. Who is responsible to ensure that accounting information system provides the reports and statements needed for management planning and decision making?
    A. Controller.
    B. Manager.
    C. Accountant.
    D. Bookkeeper.

16. Which of the following term refers to the resource that is expected to generate benefits to a firm?
    A. Assets.
    B. Liability.
    C. Deposits.
    D. Equity.

17. Liability is defined as _____
    A. the potential profit from selling a firm's assets and settling its debts.
    B. the debt owed by a firm to an outside organisation or individual.
    C. any economic resource expected to benefit a firm or individual who owns it.
    D. the amount of money originally invested in a business by its owners.

18. The accounting equation is represented as _____
    A. Assets = Liabilities – Owner's equity.
    B. Liabilities = Assets – Owner's equity.
    C. Owner's equity = Assets + Liabilities
    D. Assets = Liabilities + Owner's equity.

19. What are the components of an income statement?
    A. Revenue, sales, and equity.
    B. Expenses, profits, and financing.
    C. Revenues, cost of revenues, operating expenses and net income.
    D. Assets, liabilities, and owner's equity.

20. Which of the following refers to the difference between sales and cost of good sold?
    A. Net income.
    B. Gross profits.
    C. Interest expenses.
    D. Cash flow.

21. Which of the following **BEST** describe *durability* characteristic of money?
    A. Do not expire after a certain time limit.
    B. Can be matched with the value of goods.
    C. Have lasting value.
    D. Can be easily converted to other units of money.

22. Which of the following is **NOT** part of the M-1 supply?
    A. Time deposits
    B. Debit card.
    C. Checks.
    D. Coins.

Continued ...

23. _____ is **NOT** a part of the M-2 supply.
   A. Certificates of deposit
   B. Credit card account
   C. Mutual funds
   D. Time deposits

24. _____ is the money supply that most often used by businesses and governments for economic planning.
   A. M-2
   B. M-1
   C. Currency
   D. Deposits

25. _____ are the financial institutions that earn profits from the loans lend to the borrower.
   A. Pension fund
   B. Securities companies
   C. Commercial banks
   D. Investment banks

26. Which of the following represents pool of managed funds that provide retirement income for depositors?
   A. Insurance companies.
   B. Securities investments companies.
   C. Commercial banks.
   D. Pension funds.

27. Which of the following refers to the representative that will buy and sell stocks and bonds on behalf of clients?
   A. Securities investment dealers.
   B. Pension funds executive.
   C. Insurance dealers.
   D. Managers bank.

28. _____ is the guarantee payment on a specific future date for local firm that wishes to buy products from an oversea supplier.
   A. Letter of credit
   B. Brokerage service
   C. Banker's acceptance
   D. Exchange rate guarantee

29. _____ refers to the percentage of deposits that bank must hold and keep at Bank Negara Malaysia.
   A. Discount rate
   B. Insurance premium
   C. Reserve requirement
   D. Interest rate

Continued ...

30. Which of the following is a leading indicator of economic growth?
    A. Inflation rate.
    B. Interest rate.
    C. Investment rate.
    D. Discount rate.

31. Stock's market value refers to _____
    A. the current price of a share in the stock market.
    B. the average price of a share over the past year.
    C. the monthly average of a stock's price in a year.
    D. the face value of a share set by issuing company.

32. Which of the following term represents the ownership of a corporation?
    A. Partners.
    B. Traders.
    C. Shareholders.
    D. Owners.

33. _____ refers to the cumulative interest on interest earned over given time periods.
    A. Compound
    B. Dividend
    C. Capital
    D. Gain

34. Which of the following investment method refers to consider to buy the ownership of a firm that has strongest and good financial sound?
    A. Buying of mutual funds.
    B. Buying of blue-chip stocks.
    C. Buying of load funds.
    D. Buying aggressive funds.

35. _____ refers to a bundling of stocks, bonds, and other securities.
    A. Exchange rate
    B. Mutual funds
    C. Commodities
    D. Dividends

36. Which of the following is the advantage of money market mutual funds to investors?
    A. Safety and stability.
    B. Capital growth.
    C. Market appreciation.
    D. Aggressive growth.

37. _____ is suitable for the investors who want to enter the market with minimum amount of investment.
    A. Securities
    B. Common stock
    C. Exchange traded funds
    D. Blue-chip stock

Continued ...

38. During a _____ condition, investors are expected to sell their shares due to prices fall.
    A. bear market
    B. bull market
    C. composite market
    D. capital market

39. _____ refers to investment made in different vehicles rather than in one basket.
    A. Spreading
    B. Margin
    C. Diversification
    D. Allocation

40. Low grade bonds are known as _____
    A. default bonds.
    B. corporate bonds.
    C. graded bonds.
    D. junk bonds.

[TOTAL 40 MARKS]

Continued ...

SECTION B: Structured Questions (60 Marks)

Instruction: Answers for this section should be written in the answer booklet provided.

QUESTION 1

a) What is ***operations***? (1 mark)

b) Illustrate the operation planning and control process. (6 marks)

c) List and explain the **FOUR (4)** types of layout planning in the operations process. (8 marks)

(Total: 15 marks)

QUESTION 2

a) Explain the **THREE (3)** types of competition faced by marketers. Provide **ONE (1)** example of each. (9 marks)

b) Elaborate the **TWO (2)** categories of goods. Support your answer by providing **ONE (1)** example for each category. (6 marks)

(Total: 15 marks)

QUESTION 3

a) Describe the **THREE (3)** ways to extend a product's life as it nears the end of the maturity stage. (6 marks)

b) What is ***bundling strategy***? Explain. (3 marks)

c) State and briefly explain the **THREE (3)** types of brand names. (6 marks)

(Total: 15 marks)

QUESTION 4

a) List and explain the **"Big Five"** Personality traits that distinguish from one person from another. (10 marks)

b) Define ***job satisfaction***. (1 mark)

c) In your opinion, suggest any **FOUR (4)** ways to enhance job satisfaction of employees within an organisation. (4 marks)

(Total: 15 marks)

[TOTAL 60 MARKS]

End of Paper